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# Maumee Uptown Business Spotlight



Dan and Maureen Georgevich, owners of Red Wing Shoes & Repair, have run the store in Maumee since 1989.

MIRROR PHOTOS BY JOEL SENSENIG



Dan Georgevich, owner of Red Wing Shoes & Repair, applies ink to a shoe in his repair shop at the back of the store.

## Red Wing Shoes Store Works To Meet Footwear Needs

BY JOEL SENSENIG  
MIRROR REPORTER

Dan Georgevich is a sole man.

He has at least 1,000 new and 40 used soles in the back of his store, Red Wing Shoes & Repair at 209 Conant St.

In being both a retailer and repairer of Red Wing Shoes, soles — and the leather above them — are never far from Georgevich's mind.

"People come in and buy Red Wings and they get the free service: free stitching, free eyelets, free laces, free oiling for the lifetime of the shoe or boot," he said while sitting in the showroom of his store at the south end of uptown Maumee.

The soles are replaced for a fee, but everything else on the shoe is repaired free of charge.

Georgevich, who runs the store with his wife, Maureen, their son, Andrew, and employee Rick Soble, has been in the shoe business for more than three decades.

He comes from a strong leather lineage spanning three generations: His grandfather owned a leather tannery in Greece and his great uncle, Paul George, operated a large shoe store at the intersection of South Avenue and Broadway in the 1930s. Dan and his brother, Dimitri, learned the shoe business from their father.

In 1989, Georgevich moved his store — then known as Dimitri's — from South and Broadway to his current location on Conant Street.

Since 1998, he has been a certified Red Wing retailer

and repairer. While there are two other Red Wing retailers in the Toledo area, Georgevich's store is the only one offering local repair service.

Today, his retail/repair business is split at about 85/15 percent. He routinely has 30-40 pairs of shoes customers have brought in for him to make like new again.

Red Wing specializes in size and widths, producing shoes from size 5 to 22, and widths from A (very narrow)

to 4E (very wide). The company, which started in 1905, produces specialized boots for a wide range of trades, from welding to ironworking to pole climbing and factory jobs, as well as lightweight tennis shoes.

Red Wing offers four lines of shoes: Red Wing, a traditional work shoe/boot; Irish Setter, a sport boot; Vasque, a hiking boot; and Worx, a less expensive line of footwear.

About the expense — yes,

Red Wing shoes aren't the cheapest option out there. The Maumee store has many upper-end items costing north of \$200.

But, as the saying goes, you get what you pay for.

"The biggest thing we hear is 'I bought other brands and they fall apart in six months,'" Georgevich said. "These guys and gals in the trades, they need quality footwear. They're doing the same thing every day. They're hard on footwear."

Red Wing works to ensure the quality of its product by operating its own tannery in the Red Wing, Minn., factory, keeping the top-grade leather for itself and selling the lower-grade leather to other companies.

"Good leather uppers help hold the foot, and they last longer," he said. "That's why a lot of (customers) bring them back, and they resole them."

As with any business, some customers have moved away from the brick-and-mortar locations to an online one.

"People that go online and buy footwear, 80 percent or more buy the wrong size," Georgevich said. "So they end up having more problems with their knees or back."

One tool the Maumee Red Wing store has at its disposal is the Aetrex Orthotic Machine, a state-of-the-art foot-sizing machine that will measure length, width and arch of a person's foot, even telling a customer what type of orthotic piece they need to help correct their gait.



Dan Georgevich, owner of Red Wing Shoes & Repair, removes an old sole from a shoe.

### Uptown Update

THE LATEST NEWS IN UPTOWN MAUMEE

#### MUBA Hosts Monthly Membership Meetings

Maumee Uptown Business Association (MUBA) membership meetings are open to all MUBA members. The meetings take place on the first Tuesday of each month from 8:00 to 9:00 a.m.

In May, the meeting will take place at Calvary Assembly of God, 1360 Conant St., Maumee.

#### Maumee Food Truck Fridays Begin In June

Food Truck Fridays will start on Friday, June 3 at East Wayne and Conant streets from 6:00 to 9:00 p.m.

#### MUBA Memberships Available For Purchase

Become a MUBA member today. All businesses and organizations in the Maumee uptown area are eligible to join MUBA for an annual membership fee of \$50.00. For additional information, please contact Ty Szumigala at (419) 897-8902 or Lou Mattero at (419) 705-0635.

#### MUBA Booth Set At Outdoor Adventure Expo

MUBA representatives will participate in the Outdoor Adventure Expo at Side Cut Metropark on Saturday, May 21 from 10:00 a.m. to 4:00 p.m. The Expo will showcase Metroparks' Outdoor Skills program and highlight community partners in outdoor recreation. The event will offer canoeing, kayaking, archery, geocaching, fishing and many other outdoor pursuits. Last year, over 4,000 participants attended and organizers expect an even bigger crowd this year.

Reps invite attendees to stop by the MUBA booth and pick up information about upcoming events in Maumee.